

ORDER



Orders
Order / Rev: 46979
Alt Order #: 27765295
Product Desc: Awareness
Estimate: 3474
Flight Dates: 04/11/22 - 05/01/22
Original Date / Rev: 04/11/22 / 04/11/22
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Washington, D.C.
Sales Office: DC
Sales Region: National

Agency
Name: Armada Strategies
Buying Contact:
Billing Contact:
 2637 E. Atlantic Blvd., Ste. 43878
 Pompano Beach, FL 33062

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Big Red Leadership PAC
Demographic: A18+
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P-03

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	14	\$3,505.00	\$2,979.25
04/25/22	04/27/22	6	\$1,515.00	\$1,287.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	14	\$3,505.00	\$2,979.25	0.00
May 2022	6	\$1,515.00	\$1,287.75	0.00
Totals	20	\$5,020.00	\$4,267.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	04/13/22	04/13/22	Good Morning America	CM	7a-9a	--W----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	--W----		1				\$140.00		0.00			
N 2	KLKN	04/19/22	04/19/22	Good Morning America	CM	7a-9a	-T-----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-T-----		1				\$140.00		0.00			
N 3	KLKN	04/27/22	04/27/22	Good Morning America	CM	7a-9a	--W----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	--W----		1				\$140.00		0.00			
N 4	KLKN	04/24/22	04/24/22	This Week	CM	8a-9a	-----S	:30	1	\$125.00	P-04	0.00	NM	1	\$125.00
				This Week											
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S		1				\$125.00		0.00			
N 5	KLKN	04/13/22	04/13/22		CM	11a-12p	--W----	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00

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Flight Dates: 04/11/22 - 05/01/22

Advertiser: Big Red Leadership PAC
Product Desc: Awareness
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KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Ch 8 News Midday M-F															
Channel 8 Eyewitness News- Midday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/11/22	04/17/22	--W----	1		\$100.00		0.00						
N 6	KLKN	04/21/22	04/21/22	Ch 8 News Midday M-F	CM	11a-12p	---T---	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00
Ch 8 News Midday M-F															
Channel 8 Eyewitness News- Midday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/18/22	04/24/22	---T---	1		\$100.00		0.00						
N 7	KLKN	04/27/22	04/27/22	Ch 8 News Midday M-F	CM	11a-12p	--W----	:30	1	\$100.00	P-03	0.00	NM	1	\$100.00
Ch 8 News Midday M-F															
Channel 8 Eyewitness News- Midday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	--W----	1		\$100.00		0.00						
N 8	KLKN	04/18/22	04/18/22	Ch 8 News at 5p M-F	CM	5p-530p	M-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
Ch 8 News 5p M-F															
Channel 8 Eyewitness News At Five															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/18/22	04/24/22	M-----	1		\$300.00		0.00						
N 9	KLKN	04/20/22	04/20/22	Ch 8 News at 5p M-F	CM	5p-530p	--W----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
Ch 8 News 5p M-F															
Channel 8 Eyewitness News At Five															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/18/22	04/24/22	--W----	1		\$300.00		0.00						
N 10	KLKN	04/25/22	04/25/22	Ch 8 News at 5p M-F	CM	5p-530p	M-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
Ch 8 News 5p M-F															
Channel 8 Eyewitness News At Five															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	M-----	1		\$300.00		0.00						
N 11	KLKN	04/13/22	04/13/22	Ch 8 News at 6p M-F	CM	6p-630p	--W----	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
Ch 8 Eyewitness News 6p															
Channel 8 Eyewitness News At Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/11/22	04/17/22	--W----	1		\$350.00		0.00						
N 12	KLKN	04/19/22	04/19/22	Ch 8 News at 6p M-F	CM	6p-630p	-T-----	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
Ch 8 Eyewitness News 6p															
Channel 8 Eyewitness News At Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/18/22	04/24/22	-T-----	1		\$350.00		0.00						
N 13	KLKN	04/26/22	04/26/22	Ch 8 News at 6p M-F	CM	6p-630p	-T-----	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
Ch 8 Eyewitness News 6p															
Channel 8 Eyewitness News At Six															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	-T-----	1		\$350.00		0.00						
N 14	KLKN	04/14/22	04/14/22	M-F 630p-7p	CM	630p-7p	---T---	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
M-F 630p-7p															
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/11/22	04/17/22	---T---	1		\$250.00		0.00						
N 15	KLKN	04/20/22	04/20/22	M-F 630p-7p	CM	630p-7p	--W----	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
M-F 630p-7p															
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/18/22	04/24/22	--W----	1		\$250.00		0.00						
N 16	KLKN	04/25/22	04/25/22	M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
M-F 630p-7p															
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		04/25/22	05/01/22	M-----	1		\$250.00		0.00						
N 17	KLKN	04/12/22	04/12/22		CM	10p-1035p	-T-----	:30	1	\$375.00	P-03	0.00	NM	1	\$375.00

Order / Rev: 46979
Alt Order #: 27765295
Flight Dates: 04/11/22 - 05/01/22

Advertiser: Big Red Leadership PAC
Product Desc: Awareness
Estimate: 3474

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Ch 8 News at 10p M-F															
Ch 8 News at 10p M-F															
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/11/22		04/11/22	04/17/22	-T-----					1	\$375.00		0.00			
N 18	KLKN	04/21/22	04/21/22	Ch 8 News at 10p M-F	CM	10p-1035p	---T---	:30	1	\$375.00	P-03	0.00	NM	1	\$375.00
Ch 8 News at 10p M-F															
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/18/22		04/18/22	04/24/22	---T---					1	\$375.00		0.00			
N 19	KLKN	04/27/22	04/27/22	Ch 8 News at 10p M-F	CM	10p-1035p	--W----	:30	1	\$375.00	P-03	0.00	NM	1	\$375.00
Ch 8 News at 10p M-F															
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/25/22		04/25/22	05/01/22	--W----					1	\$375.00		0.00			
N 20	KLKN	04/24/22	04/24/22	Ch 8 News Sun at 10p	CM	10p-1035p	-----S	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
Ch 8 News Sun at 10p															
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 04/18/22		04/18/22	04/24/22	-----S					1	\$350.00		0.00			
													Totals	20	\$5,020.00



125 West 55th St
New York, NY 10019

Contract # 27765295	Changes as of: 4/11/2022 at 2:18 PM	Version: Current State Version 1
CPE: 371/477/3474	Flight: 4/11/22 - 5/1/22	Station: KLKN
Agency: Armada Strategies	Advertiser: 17523	Market: Lincoln&Hstng-Krny-Pls DMA
2637 E Atlantic Blvd Suite 43878 Pompano Beach, FL 33062	Product: Awareness	Office: WASHINGTON
	Agency Order #: 11562292	Service: Nielsen
	Buyer: Blue, Sarah	Primary Demo:
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342
	Separation:	Traffic #: 46979
Comments: Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	Len	4/11 - 4/24														
						4/11	4/12	4/13	4/14	4/15	4/16	4/17	4/18	4/19	4/20	4/21	4/22	4/23	4/24	
1	M-F 7a-9a		Good Morning America	\$140.00	30	0	0	1	0	0	0	0	0	1	0	0	0	0	0	
2	Su 8a-9a		This Week	\$125.00	30	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
3	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$100.00	30	0	0	1	0	0	0	0	0	0	0	1	0	0	0	
4	M-F 5p-5:30p		Channel 8 Eyewitness News At Five	\$300.00	30	0	0	0	0	0	0	0	1	0	1	0	0	0	0	
5	M-F 6p-6:30p		Channel 8 Eyewitness News At Six	\$350.00	30	0	0	1	0	0	0	0	0	1	0	0	0	0	0	
6	M-F 6:30p-7p		Entertainment Tonight	\$250.00	30	0	0	0	1	0	0	0	0	0	1	0	0	0	0	
7	M-F 10p-10:35p		Channel 8 Eyewitness News At Ten	\$375.00	30	0	1	0	0	0	0	0	0	0	0	1	0	0	0	
8	Su 10p-10:35p		Channel 8 Eyewitness News At Ten	\$350.00	30	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
TOTALS:						0	1	3	1	0	0	0	1	2	2	2	0	0	2	





125 West 55th St
New York, NY 10019

Contract # 27765295	Changes as of: 4/11/2022 at 2:18 PM	Version: Current State Version 1
CPE: 371/477/3474	Flight: 4/11/22 - 5/1/22	Station: KLKN
Agency: Armada Strategies	Advertiser: 17523	Market: Lincoln&Hstng-Krny-Pls DMA
2637 E Atlantic Blvd Suite 43878 Pompano Beach, FL 33062	Product: Awareness	Office: WASHINGTON
	Agency Order #: 11562292	Service: Nielsen
	Buyer: Blue, Sarah	Primary Demo:
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342
	Separation:	Traffic #: 46979
Comments: Separation: 30;PopulationBuyType: CPP		

#	Day/Time	DP	Program	Rate	Len	4/25 - 5/1							Total Spots	Total \$	CPP*	GRP*	
						4/25	4/26	4/27	4/28	4/29	4/30	5/1					
1	M-F 7a-9a		Good Morning America	\$140.00	30	0	0	1	0	0	0	0		3	\$420.00	\$0.00	0.0
2	Su 8a-9a		This Week	\$125.00	30	0	0	0	0	0	0	0		1	\$125.00	\$0.00	0.0
3	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$100.00	30	0	0	1	0	0	0	0		3	\$300.00	\$0.00	0.0
4	M-F 5p-5:30p		Channel 8 Eyewitness News At Five	\$300.00	30	1	0	0	0	0	0	0		3	\$900.00	\$0.00	0.0
5	M-F 6p-6:30p		Channel 8 Eyewitness News At Six	\$350.00	30	0	1	0	0	0	0	0		3	\$1,050.00	\$0.00	0.0
6	M-F 6:30p-7p		Entertainment Tonight	\$250.00	30	1	0	0	0	0	0	0		3	\$750.00	\$0.00	0.0
7	M-F 10p-10:35p		Channel 8 Eyewitness News At Ten	\$375.00	30	0	0	1	0	0	0	0		3	\$1,125.00	\$0.00	0.0
8	Su 10p-10:35p		Channel 8 Eyewitness News At Ten	\$350.00	30	0	0	0	0	0	0	0		1	\$350.00	\$0.00	0.0
TOTALS:						2	1	3	0	0	0	0	20	\$5,020.00	\$0.00	0.0	



125 West 55th St
New York, NY 10019

Contract # 27765295	Changes as of: 4/11/2022 at 2:18 PM	Version: Current State Version 1
CPE: 371/477/3474	Flight: 4/11/22 - 5/1/22	Station: KLKN
Agency: Armada Strategies	Advertiser: 17523	Market: Lincoln&Hstng-Krny-Pls DMA
2637 E Atlantic Blvd Suite 43878 Pompano Beach, FL 33062	Product: Awareness	Office: WASHINGTON
	Agency Order #: 11562292	Service: Nielsen
	Buyer: Blue, Sarah	Primary Demo:
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342
	Separation:	Traffic #: 46979
		Con Type: POLITICAL/VOTE
		Total \$: \$5,020.00
		Total Spots: 20
		Total CPP: \$0.00
		Total GRP:

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
04/11/22 12:53 PM	ALEXANDRA BRADLEY	Separation: 30;PopulationBuyType: CPP

Competitive Information	
Market Budget:	\$5,020
KLKN Share:	100%
Comment:	
	Competitive Unknown

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	20	\$5,020.00	N/A	0.0
Total	100%	20	\$5,020.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2022-Apr	14	\$3,505.00
2022-May	6	\$1,515.00
Total	20	\$5,020.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	4/11/22 2:14 PM					\$0	\$0	
Queued for Electronic Contracting	4/11/22 1:05 PM					\$0	\$0	
New	4/11/22 12:53 PM	ALEXANDRA BRADLEY	Confirming	20		\$5,020.00	\$5,020.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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